

FOR IMMEDIATE RELEASE**LG LAUNCHES OPTIMUS LTE,
FIRST 4G HD SMARTPHONE IN KOREAN MARKET***Leading the LTE Era with Advanced True HD IPS Display Technology*

SEOUL, Oct. 4, 2011 – LG Electronics (LG) today announced the Korean market launch of LG Optimus LTE, the first mobile device in the country to offer 4G connectivity with the highest resolution IPS display available on a smartphone. Developed in close collaboration with sister company LG Display, Optimus LTE features a striking 4.5-inch “True HD IPS” display which offers advanced resolution, brightness and clarity and shows colors in their most natural tones, as they were meant to be seen.

Optimus LTE also delivers enhanced performance with 1.5 GHz dual-core processor, running on the Android 2.3 Gingerbread OS platform. With a large 1,830 mAh battery, Optimus LTE is perfectly suited for multimedia usage. In addition, the device enables content sharing seamlessly through HDMI (High Definition Multimedia Interface) and DLNA (Digital Living Network Alliance).

“LG Optimus LTE is the first smartphone in Korea to offer vivid and clear HD content on a 4G network,” said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “Our goal is to be a leading player in LTE devices by continuously offering best-in-class products based on our LTE patents and know-how.”

According to a recent report by Jefferies & Company, LG was listed as the global leader in LTE patents with ownership of 23 percent of approximately 1,400 LTE patents filed worldwide, with a financial value of almost USD 8 billion. LG demonstrated the world’s first LTE technology in 2007 and developed the world’s first LTE modem chipset in 2008. LG introduced the world’s fastest LTE technology in 2010 and

conducted the world's first video phone call on a LTE network in 2011. LG's first LTE smartphone, Revolution™, was launched in the US earlier this year.

Availability of Optimus LTE in markets outside of Korea has not yet been determined.

LG-SU640 / LU6200 SPECIFICATIONS

Network		LTE & HSPA+(SKT) / Rev.A (LGU+)
Chipset		1.5GHz Dual-Core
Memory		20GB (Internal 4GB, Micro SD 16GB), 1GB RAM *Micro SD (up to 32GB)
Display		4.5 inches True HD IPS Display (1280 x 720)
Camera (Main / Front)		8.0 MP AF with LED flash / 1.3 MP
SW Spec (OS)		Android 2.3 Gingerbread
Features	Battery	1830 mAh
	Connectivity	HDMI, DLNA, Wi-Fi Direct
	Multimedia	TDMB
Size	Width x Height x Thickness	132.9 x 67.9 x 10.4 mm
	Weight	135g
Color		Black

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.LGnewsroom.com.

About LG Electronics Mobile Communications Company

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit www.lg.com.



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